

3 a content provider coupled to the target computer to transmit the [a]
4 content, the content provider comprising:
5 a user rule page containing information obtained from the target
6 computer by a first agent, and
7 a rulebook to generate a rule based on the user rule page, the rule
8 controlling a direction of the content from a database to be transmitted to the
9 target computer.
10 [a content provider to transmit a content to a target computer using a
11 rule book based on user information from a user, the rule book generating a
12 user specific rule, the user specific rule automatically being varied according
13 to additional user information;
14 a collecting agent to provide the user information to the content
15 provider; and
16 a triggering agent to determine if further user information is needed to
17 allow the content provider to verify an identification code and a baseline
18 profile for the user].

1 2. (Three Times Amended) The system of claim 1 wherein the rule
2 is stored in form of a condition-action pair [user information further includes
3 data for a software profile].

1 3. (Four Times Amended) The system of claim 2 [1] wherein a
2 condition in the condition-action pair is a hardware characteristic of the target
3 computer [further comprising a baseline user profile including a hardware
4 profile which is updated by a program running on the content provider].

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1 4. (Three Times Amended) The system of claim 3 wherein the
2 hardware characteristic is a modem [baseline user profile includes information
3 on a processor] speed.

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1 5. (Two Times Amended) The system of claim 1 wherein the first
2 [collecting] agent uses MICROSOFT® ACTIVE X™.

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1 6. (Three Times Amended) The system of claim 1 [4] wherein the
2 rule page comprises at least one of a hardware profile indicating hardware
3 capabilities of the target computer, a software profile indicating software used
4 by the target computer, and a user profile including dynamic information
5 related to a user using the target computer [baseline user profile includes a
6 subkey indicating the processor speed of the target computer].

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1 7. (Five Times Amended) A method [of communicating
2 information] comprising:
3 obtaining information from a target computer by a first agent, the
4 information being stored in a user rule page
5 [transmitting a content from a content provider to a target computer
6 using a rule book based on user information from a user];
7 generating a [user specific] rule based on the rule page by a [the] rule
8 book, the rule controlling a direction of the content from a database, the user
9 specific rule automatically being varied according to a additional user
10 information;
11 providing the user information, by a collecting agent, to the content
12 provider]; and

13 transmitting the content from the database [determining if further user
14 information is needed to allow the content provider to verify an identification
15 (ID) code and a baseline profile for the user by a triggering agent].

1 8. (Three Times Amended) The method of claim 7 further
2 comprising storing the rule in form of a condition-action pair [transmitting an
3 agent from the content provider to the target computer].

1 9. (Three Times Amended) The method of claim 8 [7] wherein a
2 condition in the condition-action pairs is a hardware characteristic of
3 [collecting agent is an agent running on] the target computer.

1 10. (Two Times Amended) The method of claim 9 [8] wherein the
2 hardware characteristic is a modem speed [agent is transmitted with the
3 content].

1 11. (Amended) The method of claim 7 [9] wherein the rule page
2 comprises at least one of a hardware profile to indicate hardware capabilities
3 of the target computer and a software profile to indicate software used by the
4 target computer [agent is independent of a browser executing on the target
5 computer].

1 13. (Two Times Amended) The method of claim 7 wherein the rule
2 page comprises a user profile including dynamic [further comprising:
3 receiving user] information related to a user using [from] the target
4 computer[;
5 filtering the user information to create a significant data;

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6 arranging the significant data to create a modified user database; and
7 generating a second user content].

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1 14. (Five Times Amended) A content provider [for providing content
2 over a network] comprising:
3 a user rule page containing information being obtained from a target
4 computer by a first agent [profile corresponding to a target computer account];
5 and
6 a rulebook to generate a rule based on the user rule page, the rule
7 controlling a direction of [select data] a content from a database to be
8 transmitted to the target computer [according to the user profile, the rule book
9 providing a rule having a condition-action pair].

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1 16. (Three Times Amended) The content provider of claim 14
2 wherein the rule is stored in form of a [condition of the] condition-action pair
3 [includes a hardware characteristic of a target computer associated with the
4 target computer account].

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1 17. (Amended) The content provider of claim 16 wherein a condition
2 in the condition-action pair is a hardware characteristic of the target computer
3 [is a modem speed].

1 18. (Amended) The content provider of claim 17 [16] wherein [when]
2 the hardware characteristic is a modem speed [satisfies a first condition, high
3 fidelity ad content is transmitted, and when the hardware characteristic
4 satisfies a second condition, lower fidelity ad content is transmitted].

SLH 14
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1 19. (Two Times Amended) The content provider of claim 14 wherein
2 the [user profile includes at least one] rule page comprises [including a
3 plurality of keys, the plurality of keys includes] a hardware profile to indicate
4 hardware capabilities of the target computer [associated with the target
5 computer account].

1 20. (Two Times Amended) The content provider of claim 14 [19]
2 wherein the rule page comprises [plurality of keys includes] a software profile
3 to indicate software used by the target computer [account].

1 21. (Two Times Amended) The system of claim 1 further
2 comprising a second agent to update information in the user rule page
3 [wherein the [user specific] rule directs the content in a database and
4 provides a rule page corresponding to the target computer].

SLH 14
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1 22. (Two Times Amended) The content provider [system] of claim
2 14 [21] wherein the content is transmitted in an internet protocol format [rule
3 page is identified to the target computer via a rule page identification number,
4 the rule page containing a user profile].

1 23. (Amended) The content provider of claim 20 wherein the
2 software profile includes a software package and memory usage by [system
3 of claim 22 wherein the rule page comprises a hardware profile, a software
4 profile, a user profile and other profile information on] the target computer.

1 24. (Amended) The system of claim 6 [23] wherein the hardware
2 profile includes a type of processor, an amount of memory available,
3 processor clock speed and memory usage on the target computer.

1 25. (Amended) The system of claim 6 [23] wherein the software
2 profile includes a software package and memory usage by the target
3 computer.

1 26. (Amended) The system of claim 6 [23] wherein the dynamic
2 [user] information comprises information on web sites visited and time spent
3 by the user.

1 27. (Amended) The content provider of claim 14 wherein the rule
2 page comprises a user profile including dynamic information related to a user
3 using the target computer [system of claim 21 wherein the rule has a form of
4 condition-action pairs].

1 28. (Amended) The system of claim 4 [27] wherein the rule matches
2 the content with the hardware characteristic [characteristics] of the target
3 computer.

1 29. (Amended) The system of claim 1 wherein the content is an
2 advertisement banner.

1 30. (Amended) The method of claim 7 further comprising [wherein
2 transmitting the content comprises]:
3 updating the information in the rule page

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4 [storing the content in a database;
5 generating a rule to control and direct the content in the database by
6 the rule book;
7 providing a rule page corresponding to the target computer by the rule
8 book].

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1 31. (Two Times Amended) The method of claim 30 wherein
2 updating the information [providing the rule page] comprises
3 inserting new data into the rule page
4 [obtaining a user profile]; and
5 removing old data from the rule page
6 [identifying the target computer via a rule page identification based on
7 the user profile].

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1 32. (Amended) The content provider of claim 19 wherein the
2 hardware profile includes a type of processor, an amount of memory
3 available, processor clock speed, and memory usage on the target computer
4 [method of claim 31 wherein the rule page comprises a hardware profile, a
5 software profile, and a user profile].

1 33. (Amended) The method of claim 11 [32] wherein the hardware
2 profile includes a type of processor, an amount of memory available,
3 processor clock speed and memory usage on the target computer.

1 34. (Amended) The method of claim 11 [32] wherein the software
2 profile includes a software package and memory usage by the target
3 computer.

1 35. (Amended) The method of claim 7 [32] wherein the dynamic
2 [user] information comprises information on web sites visited and time spent
3 by the target computer.

1 36. (Amended) The content provider [method] of claim 27 [30]
2 wherein the dynamic information comprises information on web sites visited
3 and time spent by the user [rule has a form of condition-action pairs].

1 37. (Amended) The method of claim 10 [36] wherein the rule
2 matches the content with the characteristic [characteristics] of the target
3 computer.

Please add claims 39-45 as follows.

1 39. (New) The method of claim 7 wherein the first agent uses
2 MICROSOFT® ACTIVE™.

1 40. (New) The content provider of claim 14 wherein the first agent
2 uses MICROSOFT® ACTIVE™.

1 41. (New) The system of claim 1 wherein the content is transmitted
2 in an internet protocol format.

1 42. (New) The content provider of claim 14 further comprising a
2 second agent to update information in the rule page.

43. (New) The system of claim 1 further comprising a second agent
to update information in the rule page.

44. (New) The method of claim 7 wherein the content is an ad
banner.

45. (New) The content provider of claim 14 wherein the content is
an ad banner.